

**PHILIP MORRIS MANAGEMENT CORP.**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution  
FROM: Siw de Gysser  
SUBJECT: **Sea Island Meeting**

DATE: April 4, 1996

*file*

The agenda for the upcoming meeting with the Board in Sea Island is attached. Please note your presentation time, which is indicated in parenthesis. We have a very full day scheduled for Friday, so please make sure your presentation does not exceed the allotted time.

The time scheduled for each business unit is longer than the presentation time assigned. The reason is that we have provided time for questions after each presentation.

Slides should be used for the presentations, and specific instructions are enclosed. If you have any questions regarding the audio/visual aspect of your presentation, please contact Tony Gerena (x3329) or Phil Sepe (x2241) directly. Both Tony and Phil will be in Sea Island to provide audio/visual support.

Call if you have any questions. My extension is 3055.

Attachments

DISTRIBUTION

G. Bible ✓  
M. Bring  
L. Camilleri  
D. Devitre  
M. Firestone  
L. Gates  
M. Goldberg  
J. Kilts  
J. MacDonough  
J. Morgan  
R. Morrison  
S. Parrish  
H. Storr  
W. Webb  
C. Wall

*Siw*

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# SEA ISLAND AGENDA

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## FRIDAY, APRIL 26, 1996

8:00 - 8:10	Introduction (10)
8:10 - 8:20	Worldwide Food (10)
8:20 - 8:55	KFI (25)
8:55 - 9:25	KFNA (25)
9:25 - 9:45	Miller (15)
9:45 - 10:05	Break
10:05 - 10:45	PMI (30)
10:45 - 11:25	PM USA (30)
11:25 - 12:00	Key Strategies and Issues (30)
12:00 - 12:20	Consolidated Financial Plan (15)
12:20 - 12:45	Shareholder Value (15)

## SATURDAY, APRIL 27, 1996

8:00 - 9:00	Regulatory and Legislative Update (45)
9:00 - 10:00	Legal Update (60)
10:00 - 10:20	Break
10:20 - 12:45	Board Discussion
12:45 - 1:00	Conclusion

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## **Guidelines for Presentations**

### **Sea Island Meeting**

**April 26 - 27, 1996**

The following are guidelines that all presenters should keep in mind when preparing their audio/visual presentations:

- **All slides should be mounted in Wess mounts, use a horizontal format and number each slide.**
- **Use universal carousels and label them before they are handed to the A/V staff.**
- **Please provide the A/V staff with a cued script. All cues should be numbered and should match the slide numbers.**
- **Your slides should be loaded in trays for three- projector dissolve with rear projection.**

Friday's presenters can rehearse after dinner on Thursday evening. Saturday's presenters can rehearse on Friday afternoon. If you need to rehearse your speech, please schedule your rehearsal time with Tony Gerena (x3329) or Phil Sepe (x2241) in advance.

If you have any questions regarding these guidelines, please contact Tony or Phil directly.

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